



Social Network Marketing in the US 2015-2019

MarketResearchReports.Biz announces addition of new report " **Social Network Marketing in the US 2015-2019**"to its database.

About Social Network Marketing

Social networking refers to the act of coming together of groups of people with common interests on social platforms and building relationships with the help of websites and applications. Social media

refers to platforms, such as websites and applications, which enable users to participate in social networking activities by creating, sharing, or exchanging information, ideas, and/or pictures/videos. Social media is not only about Facebook, Twitter, and Google+, but much more.

Currently, there are more than 800 active social networking sites, including mobile applications and digital platforms.

Technavio's analysts forecast social network marketing in the US to grow at a CAGR of 20.11% over the period 2014-2019.

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Covered in this Report

This report covers the present scenario and growth prospects of social network marketing in the US for the period 2015-2019. The report provides an overview on social networks, their effect on brands, and how brands utilize social platforms for marketing and social network ad-spending.

Social network marketing in the US is highly fragmented with the presence of a large number of small and large players. In this report, we present a detailed description of the key players. In addition, we discuss the major drivers that influence growth, the challenges faced by marketers while utilizing social media platforms, the market at large, and key trends emerging in the market.

Key Vendors

Facebook

Google

Instagram

LinkedIn

Pinterest

Tumblr

Twitter

Market Driver

Targeted Marketing

For a full, detailed list, view our report

Market Challenge

Lack of Standards for Measuring Performance

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Market Trend

Shift in Media Consumption

For a full, detailed list, view our report

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